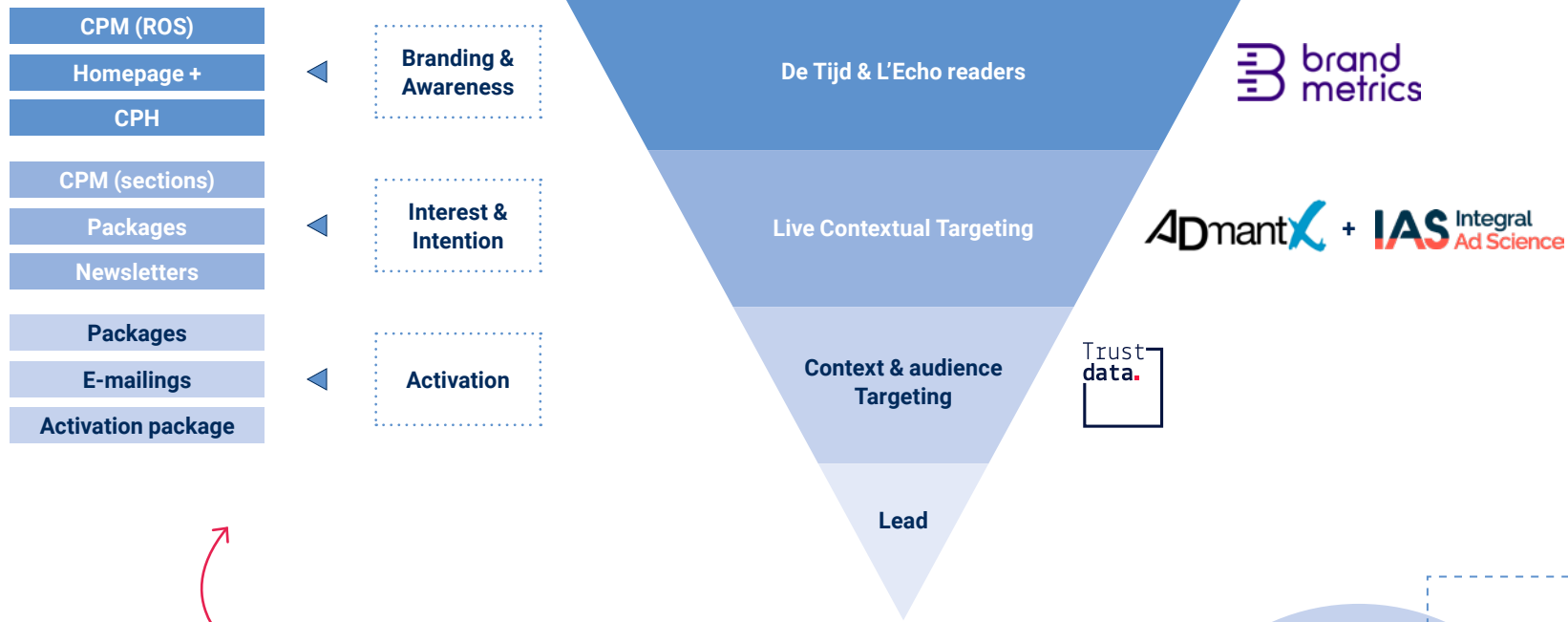


Conversion Model

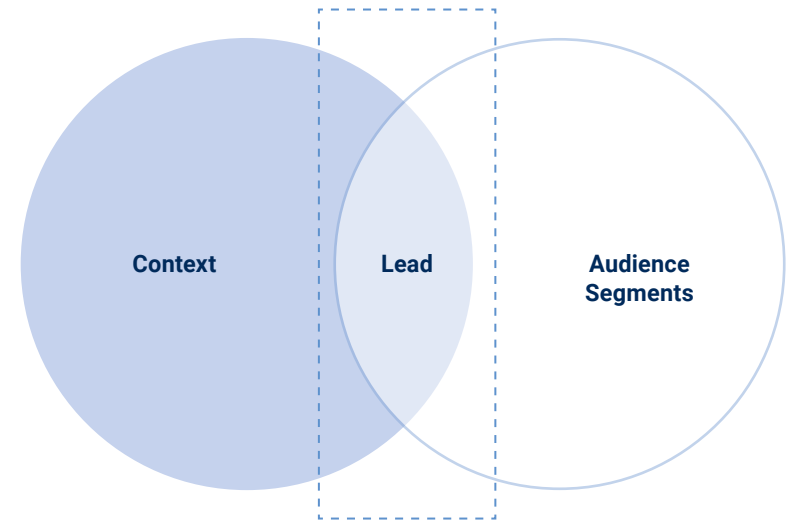
Digital Technical Specifications

Conversion Model



The Conversion model is a **layered approach**. Each layer (1) Branding & Awareness, (2) Interest & Intention, (3) Activation, has it's own set of material.

Perfect mix between 'Context' (interest driver) & 'Audience Retargetting' (conversion driver) -> Qualitative leads



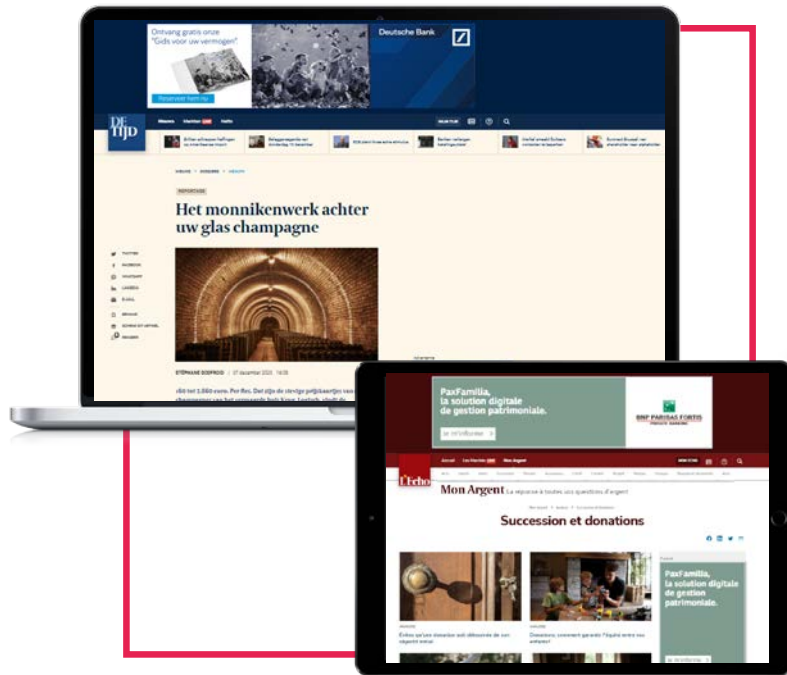
Technical specifications

Banners

Timing delivery material 5 business days in advance (minimum)

		Dimensions (pixels)	Max Weight	HTML5 +back up gif OR third party script	Max timing animation
Billboard	Desktop	970px W x 250px H	100kb	YES	15 sec
	Tablet (H)	840px W x 150px H	100kb	YES	15 sec
	Tablet (V)	728px W x 90px H	100kb	YES	15 sec
	Smartphone	320px W x 100px H	100kb	YES	15 sec
	App	640px W x 200px H	100kb	NO, static	clicktracker + pixeltracker
Half Page	Desktop	300px W x 600px H	100kb	YES	15 sec
	Tablet (H)	300px W x 600px H	100kb	YES	15 sec
	Tablet (V)	300px W x 250px H	100kb	YES	15 sec
	App	600px W x 500px H	100kb	NO, static	clicktracker + pixeltracker
Emailing	see: https://trustmedia.be/media/DTLE_Techsspecs_Emailing_EN_2.pdf				
Newsletter (IMU)	see: https://trustmedia.be/media/DTLE_Techsspecs_Newsletter_EN_2.pdf				

	Logo Image	Headline	Body Text	Call to action
TextAd	Yes, transparant background	45 characters max	140 characters max	25 characters max
Activation Ad	Yes, transparant background	45 characters max	140 characters max	25 characters max



Get in contact
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